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This listing of claims will replace all prior versions, and listings, of claims in the application:

- 1. (Previously presented) In a computer-based device, a method for formatting a document for presentation on a display of the computer-based device, wherein format of the document is controlled by a plurality of formatting variables, the method comprising steps of:
 - a) receiving user data specifying a value for at least one user-modifiable formatting variable of the plurality of formatting variables; and
 - b) in response to step a) modifying at least a portion of the plurality of formatting variables, other than the variable specified in a), such that the modified variables are optimized for readability.
 - (Original) The method of claim 1, further comprising steps of:
 formatting the document in accordance with the modified formatting variables;
 and providing the document for presentation on the display.
- 3. (Original) A computer-readable medium having stored thereon computer-executable instructions for performing the steps of claim 2.
- 4. (Previously presented) The method of claim 1, wherein the value specified by the user data for any one of the at least one user-modifiable variable comprises any one of a predetermined set of variable values.
- 5. (Original) The method of claim 1, wherein the at least one user-modifiable formatting variable comprises a font reference variable.

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- 6. (Previously presented) The method of claim 5, wherein the value specified by the user data for the font reference variable comprises either of a large font value and a small font value.
- 7. (Original) The method of claim 1, wherein the at least one user-modifiable formatting variable comprises a display form factor variable.
- 8. (Original) The method of claim 1, wherein the plurality of formatting variables comprises any of a font size variable, a font face variable, a serif variable, a headings variable, a leading variable, a line length variable, a left margin variable, a right margin variable, a top margin variable, a bottom margin variable, an indents variable, a hyphenation variable, a justification variable and a language variable.
- 9. (Previously presented) The method of claim 8, wherein a value for the font size variable optimized for readability comprises any value within a range of 10 to 18 points.
- 10. (Previously presented) The method of claim 8, wherein the font face variable optimized for readability specifies either of a sans serif font or a serif font.
- 11. (Previously presented) The method of claim 8, wherein a value for the leading variable optimized for readability comprises any value within a range of 10 to 20 percent.
 - 12. (Previously presented) An apparatus comprising:
 - a processor;
 - a display coupled to the processor;
 - a user interface selection device coupled to the processor; and

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a storage device, coupled to the processor, comprising instructions, executable by the processor, for performing steps of:

- a) receiving user data, via the user interface selection device, specifying a value for at least one user-modifiable formatting variable of a plurality of formatting variables used to control format of a document for display; and
- b) in response to step a) modifying at least a portion of the plurality of formatting variables, other than the variable specified in a), such that the modified variables are optimized for readability.
- 13. (Original) The apparatus of claim 12, the storage device further comprising instructions for performing steps of:

formatting the document in accordance with the modified formatting variables; and

providing the document for presentation on the display.

- 14. (Original) A handheld display device comprising the apparatus of claim 13.
- 15. (Original) A desktop display device comprising the apparatus of claim 13.
- 16. (Previously Presented) The apparatus of claim 12, wherein the value specified by the user data for any one of the at least one user-modifiable variable comprises any one of a predetermined set of variable values.
- 17. (Original) The apparatus of claim 12, wherein the at least one iser-modifiable formatting variable comprises a font reference variable.

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- 18. (Previously Presented) The apparatus of claim 17, wherein the value specified by the user data for the font reference variable comprises either of a large font value and a small font value.
- 19. (Original) The apparatus of claim 12, wherein the plurality of formatting variables comprises any of a font size variable, a font face variable, a serif variable, a headings variable, a leading variable, a line length variable, a left margin variable, a right margin variable, a top margin variable, a bottom margin variable, an indents variable, a hypheration variable, a justification variable and a language variable.
- 20. (Previously presented) The apparatus of claim 19, wherein a value for the font size variable optimized for readability comprises any value within a range of 10 to 18 points.
- 21. (Previously presented) The apparatus of claim 19, wherein the font face variable optimized for readability specifies either of a sans serif font or a serif font.
- 22. (Previously presented) The apparatus of claim 19, wherein a value for the leading variable optimized for readability comprises any value within a range of 10 to 20 percent.
 - 23. (Previously presented) An apparatus comprising:
 - a processor;
 - a display coupled to the processor; and
 - a storage device, coupled to the processor, comprising instructions, executable by the processor, for performing steps of:
 - a) receiving a value of a display form factor variable indicative of display characteristics of the display; and

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- b) in response to step a) modifying at least a portion of a plurality of formatting variables, other than the display form factor variable specified in a), such that the modified variables are optimized for readability.
- 24. (Original) The apparatus of claim 23, the storage device further comprising instructions for performing steps of:

formatting the document in accordance with the modified formatting variables; and providing the document for presentation on the display.

- 25. (Original) A handheld display device comprising the apparatus of claim 24.
- 26. (Original) A desktop display device comprising the apparatus of claim 24.
- 27. (Original) The apparatus of claim 23, wherein the value of the display form factor variable indicates a resolution of the display.
- 28. (Original) The apparatus of claim 23, wherein the plurality of formatting variables comprises any of a font size variable, a font face variable, a scrif variable, a headings variable, a leading variable, a line length variable, a left margin variable, a right margin variable, a top margin variable, a bottom margin variable, an indents variable, a hyphenation variable, a justification variable and a language variable.
- 29. (Previously presented) The apparatus of claim 28, wherein a value for the font size variable optimized for readability comprises any value within a range of 10 to 18 points.
- 30. (Previously presented) The apparatus of claim 28, wherein the font face variable optimized for readability specifies either of a sans serif font or a serif font.

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- 31. (Previously presented) The apparatus of claim 28, wherein a value for the leading variable optimized for readability comprises any value within a range of 10 to 20 percent.
- 32 (Previously presented) A computer-readable medium having stored thereon a data structure comprising:

a plurality of formatting variables for use in formatting a document for display via a computer-based display, the plurality of formatting variables comprising at least one user-modifiable formatting variable; and

optimized formatting values corresponding to at least a portion of the plurality of formatting variables.

wherein the portion of the plurality of formatting variables is modified, other than the at least one user-modifiable formatting variable, based on user specified data for the at least one user modifiable formatting variable, such that the modified variables are optimized for readability.